

CRM is not just for salespeople

There was a time when Customer Relationship Management, or CRM, was the exclusive domain of the sales team. Salespeople were the liaison between the customer and the business. Those days have come to an end—to meet customers' expectations today requires input from across the company.

Today's customer expects to have a deeper relationship with your small and medium business (SMB). They are more educated about your products when they engage and want to be empowered to find answers for themselves. No matter the size of your business, you can leverage data and technology to make every customer experience with your business easier.

Put customers first and increase productivity across the company with Microsoft Dynamics CRM Online

To build those deeper relationships, customers must be at the center of your business. Every interaction—with both current and potential customers—should become part of the company's corporate memory, shared across the organization.

Every size business today is collecting more and more data. When that data is organized and focused to serve the customer, it also improves productivity. Employees go one place to find the answers they need—no matter where their work takes them.

In this white paper, we'll show you how a business solution from Microsoft puts the power of data in your employees hands to build customer relationships. With familiar tools, integrated communication and connected resources, you can also make a leap in productivity that will drive profits. Let's get started.

Note: As of November 1, 2016, Microsoft Dynamics CRM Online is part of Microsoft Dynamics 365 Enterprise Edition.

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